## Amendments to the Specification

Please replace paragraph [0003] with the following amended paragraph:

Google.com has enhanced  $\frac{\text{their}}{\text{its}}$  search engine to look both at the words on the page and on the hyperlinks (composed by others) pointing to that page. The text that appears on the hyperlink (usually highlighted in blue) is known as "anchor text" and is stored with the page in the index.